Brett Shepherd

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# Senior Sales Manager

***Team Building / Market Expansion / Relationship Management***

Sales management strategist with over 10 years of achievement and demonstrated success driving multimillion-dollar sales growth while providing award-winning sales leadership in highly competitive markets.

***Core competencies include:***

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| * Client Retention | * Multimillion-Dollar Negotiations | * Agent Management |
| * Team Leader | * New business acquisition | * Organizational Leadership |
| * Business Development | * Needs Analyst | * Reseller/VAR Networks |

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|  | Professional Experience |  |

**NATIONAL SALES MANAGER, 2018 – 2019**

Frank T. Ross & Sons Ltd., Markham, Ontario

*FTR is the manufactures of Nature Clean a brand of natural cleaning product and Weldbond a non-toxic adhesive.*

Responsible for the strategic direction, communication and training of the North American Third Party Broker/Agency teams. Cross-functional management to ensure manufacturing, delivery and promotional schedules were aligned. Key focus on new business development in Canada and the United States. P&L management and analysis.

***Selected Achievements:***

* Grew the Weldbond adhesive business by 9.6%
* Aligned the Third Party/Agency teams across Canada and the United States.

**NATIONAL ACCOUNT & BROKER MANAGER, 2016 – 2018**

EASTERN CANADA RETAIL SALES MANAGER, 2015 - 2016

WD-40 Company (Canada) Ltd., Toronto, Ontario

*WD-40 Company is a global marketing organization headquartered in San Diego California, where the original WD-40® Multi-Use Product was invented over 60 years ago.*

Responsible for the Implementation of company sales and marketing programs and account specific business plans to meet sales goals for all assigned National Accounts and accounts managed through the Third Party Broker/Agency teams. Lead third party broker/agency teams to achieve call objectives, including field support of national and regional accounts to effect maximum consumer purchases. This Business Unit is responsible for 26% of WD-40’s sales in Canada.

***Selected Achievements:***

* Opened the Dollarama retail chain and grew the account so that it has become one of the top 10 customers in Canada.
* As Eastern Canada Retail Sales Manager grew the territory by 22.7% year over year and 16.5% above plan.

**DIRECTOR OF SALES, MASS AND GROCERY DIVISION, 2013 – 2015**

NATIONAL ACCOUNTS MANAGER, 2008 - 2012

Rolf C. Hagen Inc., Mississauga, Ontario

*Rolf C. Hagen is a Canadian Consumer Packaged Goods company that has grown to become the world's largest privately-owned, multinational pet products manufacturer and distributor.*

Responsible for all Canadian Mass and Grocery accounts. Oversee all aspects of sales and business development, including pricing, promotional spend, custom programs, managing margins, Private Label business, contract negotiations, working with Product Development on new product line launches and Purchasing to ensure that proper inventory levels are maintained. Direct team of Two National Account Managers, Three Support Staff and Five Independent Agents to ensure proper management of national accounts such as Walmart, Loblaws, Sobeys, Canadian Tire, Tractor Supply Co., Home Hardware, etc. This Business Unit is responsible for 20% of Hagen’s retail sales in Canada.

***Selected Achievements:***

* Lead the team to an 8.5% increase in 2013 through increased listings as well as developing new accounts (Target, Buy-Low Foods, and Associated Grocers) with a trend towards another 5.5% increase for 2014.
* Grew Canadian Tire account by 158%, Sobeys account by 24% and opened Target Canada account as National Accounts Manager.

TERRITORY MANAGER, 2005 - 2008

The Morgan Scott Group, Inc. – Mississauga, Ontario

The Morgan Scott Group, Inc. is a leader in the distribution of paper, packaging and sanitation supplies across Canada.

Developed new business through prospecting while expanding product lines within existing accounts. Built strong customer relationships through acting as their source for product knowledge. Attended relevant training sessions, trade shows, industry events and seminars in order to expand knowledge base.

***Selected Achievements:***

* Doubled sales from $2.5M to $5M while managing territory.
* Increased account base from 60 to over 100 accounts.

EASTERN ONTARIO ACCOUNT MANAGER, 2003 - 2005

Bunzl Canada Inc. – Oakville, Ontario

Bunzl is a leader in the distribution of non-food consumable products including cleaning and hygiene supplies, [food packaging](http://en.wikipedia.org/wiki/Food_packaging), [personal protective equipment](http://en.wikipedia.org/wiki/Personal_protective_equipment) and [carrier bags](http://en.wikipedia.org/wiki/Plastic_shopping_bag).

Identified, developed and established new customers while servicing existing customer base (Sobeys, Price Chopper, IGA, Foodland and ITF). Presented recommended new product offerings to established customers, exceeded annual sales and gross margin budgets.

***Selected Achievements:***

* Increased sales by 11% during time as Eastern Ontario Account Manager

BUSINESS PARTNER SALES REPRESENTATIVE, 2000 - 2003

IBM Canada Ltd. – Toronto, Ontario

IBM (International Business Machines) is by far the world's largest information technology company in terms of revenue ($88 billion in 2000) and by most other measures, a position it has held for about the past 50 years.

Developed and maintained relationships with over 150 IBM Authorized Business Partner companies. Aimed to develop and grow partner IBM revenue. Consistently exceeded sales quotas and customer satisfaction levels. Participated in industry trade shows, sales calls, presentations and educated Distributors as well as Business Partners about IBM programs, products and solution selling strategies.

***Selected Achievements:***

* Recipient of Top Performer Award in January 2001 as well as October 2001

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|  | Education & Training |  |

**Marketing, Marketing and Business Administration,** 1994–Georgian College-Barrie, Ontario

***Professional Development Courses:***

* Dimension of Professional Selling
* WHMIS Trainer Certification
* Level One NCCP Coaching Certification
* Business Writing Course
* TARP- Diffusion of Anger Course and the IANA Problem Solving Process